

Myxer

The real-world need for an open mobile
internet

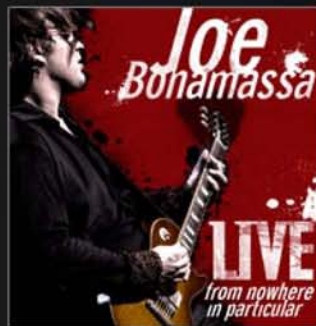
October 22-23, 2009

Overview of Myxer

- ▶ Leading source of mobile entertainment
 - music, applications, video, ringtones
- ▶ Cross platform, cross carrier
- ▶ Founded 2005
- ▶ 26 million US consumers



Joe Bonamassa



Joe Bonamassa
Live From Nowhere In Particular
In Stores Now!

BUY NOW

#1 Billboard
Blues Artist



HOME TOUR MEDIA BIO DISCOGRAPHY STORE LINKS

SUBSCRIBE TO NEWSLETTER

GO

JOE'S NEWS

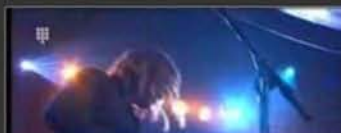


Important News Update!

Joe Bonamassa has won the Guitar Players Reader's Cgoice Award "Best Blues Artist 2008 (second year in a row) Thank you to all those who voted! [read the article](#)

The brand new Joe Bonamassa street team website has launched. We will continue to add more features. So check back in the next few weeks. [Become a Street Member](#)

JOE TUBE



THING'S TO DO

omyxer | Downloads for your phone

Joe Bonamassa

	Burning Hell Ringtone No Charge	► PREVIEW SEND TO PHONE
	Ball Peen Hammer Ringtone No Charge	► PREVIEW SEND TO PHONE
	Bridge To Better Days Ringtone No Charge	► PREVIEW SEND TO PHONE
	Another Kind Of Love Ringtone No Charge	► PREVIEW SEND TO PHONE
	Asking Around For You (Live)	► PREVIEW SEND TO PHONE



2010 MUSTANG



MUSTANG

<http://www.fordvehicles.com/mustang>
USA

Text **MUSTANG** to 69937 (MYXER) to get Mustang content directly from your phone.

Myxer URL: <http://www.myxer.com/MUSTANG>

Bio: The Ford Mustang is an automobile manufactured by the Ford Motor Company. It was initially based on the Ford Falcon, a compact car. [1] Production began in Dearborn, Michigan on 9 March, 1964 and the car was introduced to the public on 17 April, 1964 at the New York World's Fair. It is Ford's second oldest nameplate currently in production, although the F-Series pickup truck line has undergone major nameplate changes over the years.

Mustang Featured Wallpapers

Tunnel
by Mustang

Preview

Send To Phone

Front Grille
by Mustang

Preview

Send To Phone

Red Profile
by Mustang

Preview

Send To Phone

Mustang Featured Ringtones

SUBMIT YOUR MUSTANG



Mustang Community

Sort by: **Newest**



Kurts Mustang
by Mustang

Preview

Send To Phone



Silver Buller Mustang
by Mustang

Preview

Send To Phone



Bumble Bee
by Mustang

Preview

Send To Phone



Kurts Mustang
by Mustang

Preview

Send To Phone



Kurts Mustang
by Mustang

Preview

Send To Phone



Kurts Mustang
by Mustang

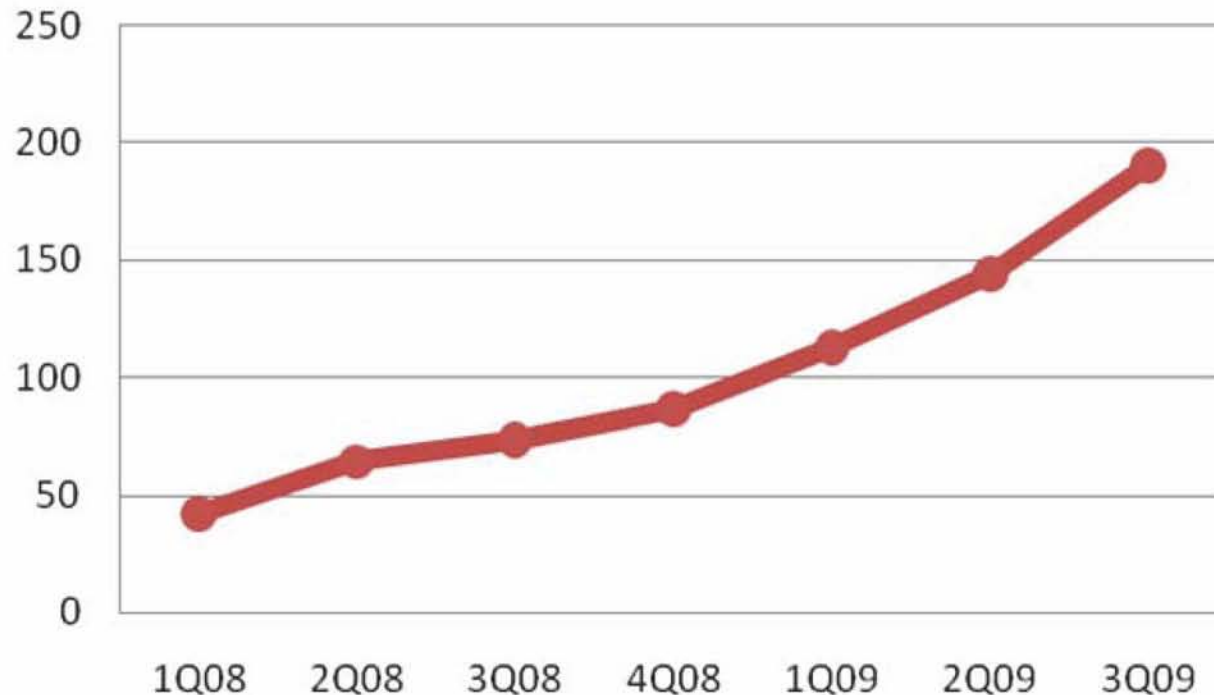
Preview



Some of our Customers



Downloads



Overall downloads have increased an average of 29% every quarter since 1Q08, and are projected to reach 190M in 3Q09. Myxer is delivering an average of approximately 25 downloads every second of every day.

einstein.
WIRELESS

cingular
raising the bar

NEXTEL

✓ verizon wireless
We never stop working for you.®

SunCom
WIRELESS

T-Mobile

nTelos
wireless

TRACFONE
nationwide prepaid wireless

U.S. Cellular
We connect with you.

alltel

cricket

CENTENNIAL
WIRELESS

NET10
PAY AS YOU GO MADE SIMPLE



What we've learned

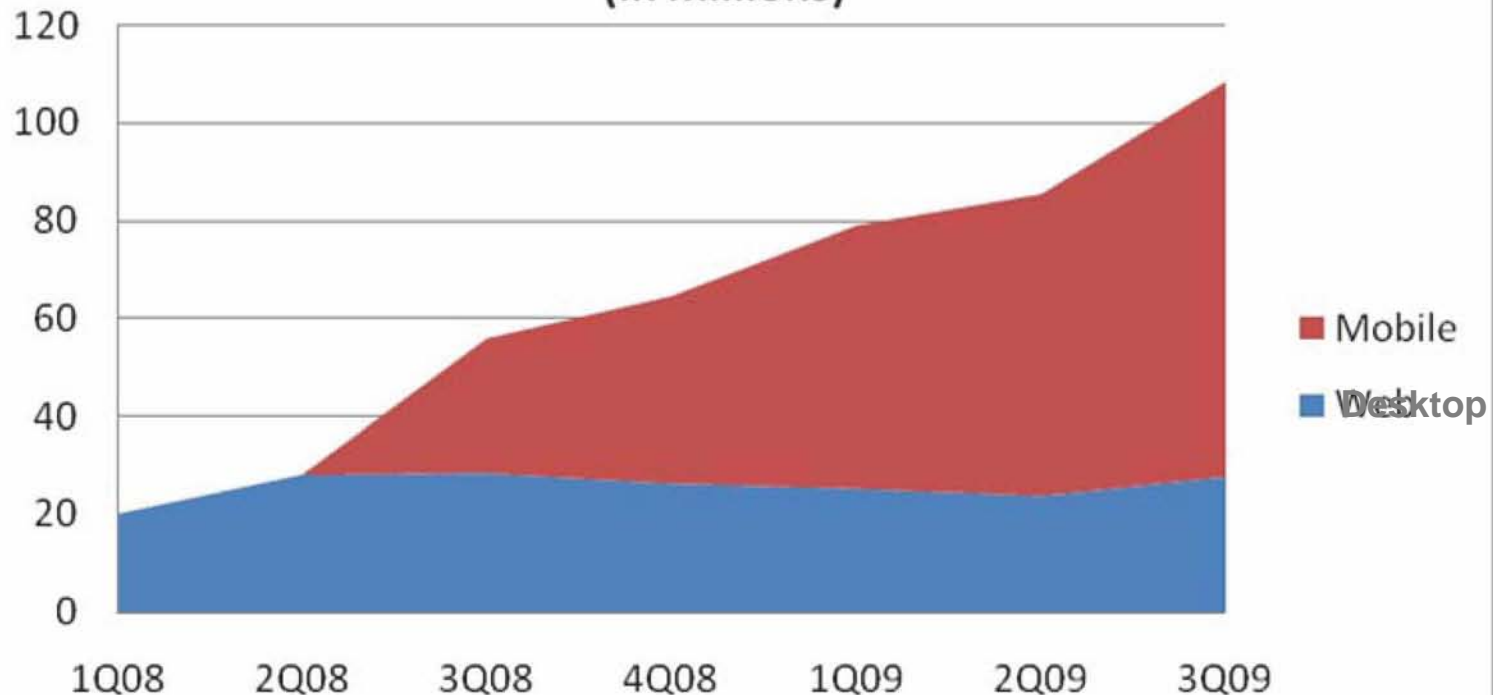
Technological challenges are real, but solvable through innovation.

Institutional challenges are far more difficult roadblocks to innovation.

Why Myxer is visiting the FCC

- ▶ Access to Myxer's internet service is now predominantly flowing through mobile networks.
- ▶ Mobile operators have demonstrated a willingness to use the control they have over internet access to:
 - restrict consumer choice,
 - prevent competition,
 - fix and inflate retail pricing, and
 - inhibit innovation in technology and business models.
- ▶ Formal extension of net neutrality principles to the mobile internet is critical

Visits to Myxer (in millions)

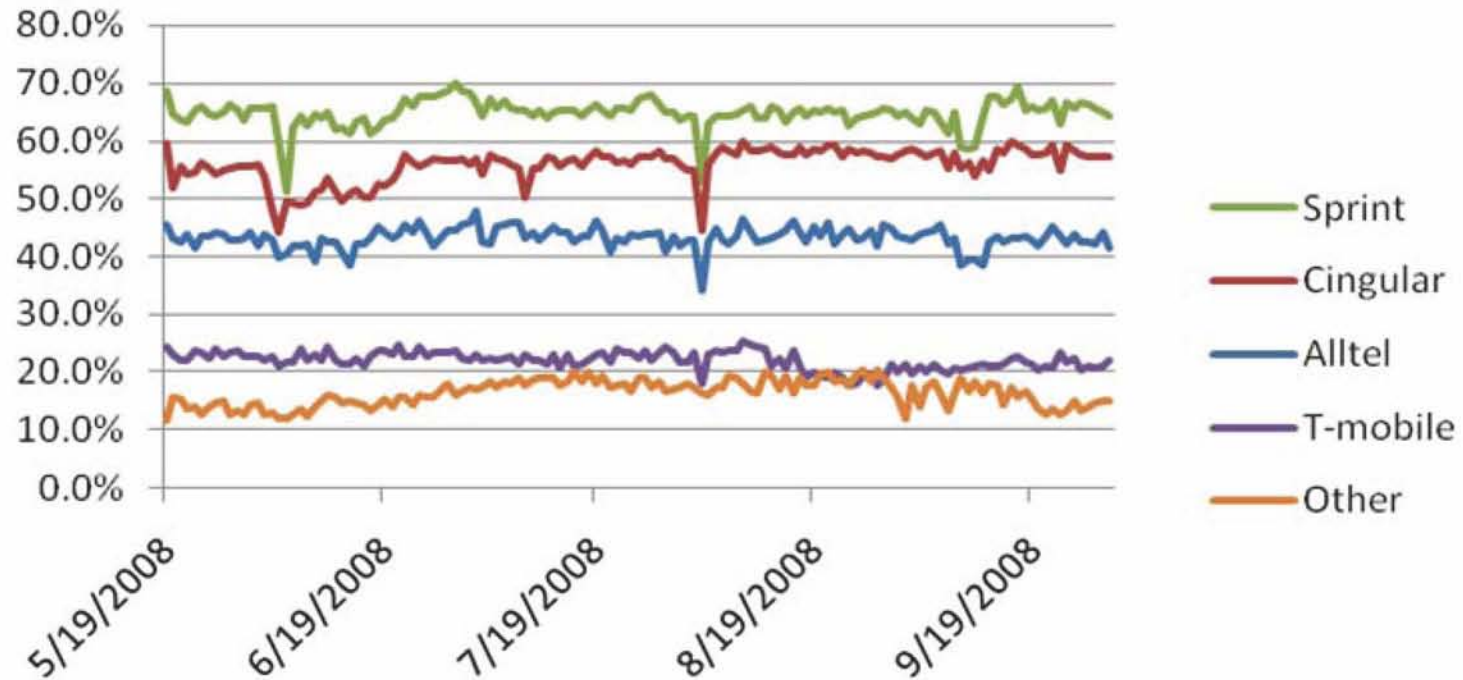


Our audience is large, growing, and embracing the mobile web at a fantastic pace. Well over 100M visits were recorded to myxer.com in the third quarter of 2009, a 27% increase from the previous quarter.

Carriers have restricted consumer choice

- ▶ Arbitrary and opaque content standards enforced
- ▶ Intentional crippling of device capabilities
- ▶ Expensive and restrictive approval processes

Success Rate by Carrier



The T-Mobile line demonstrates the devastating effect of carriers intentionally crippling devices (here, the Sidekick) to prevent “off-deck” content downloads. Only 20% of T-Mobile users can use Myxer.

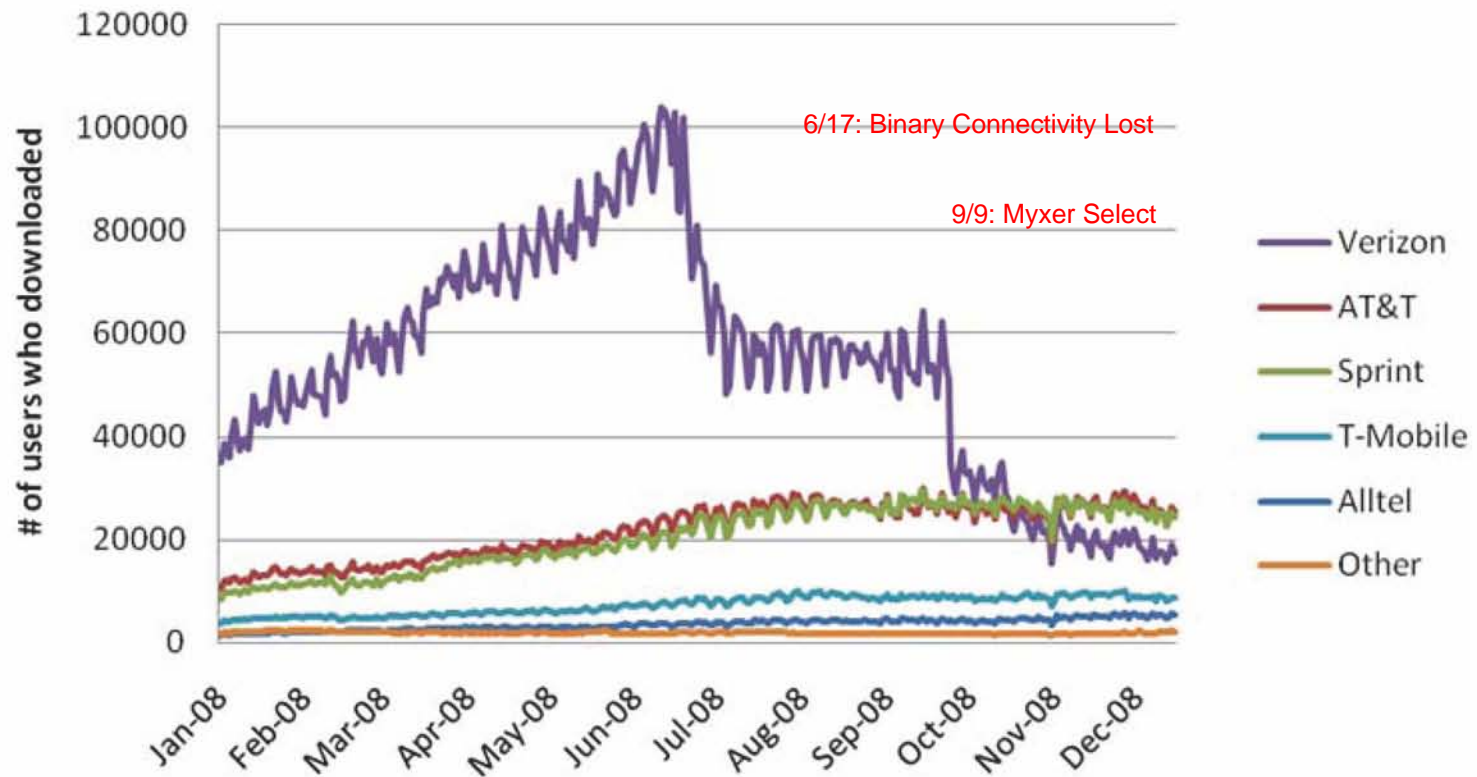
Carriers have inhibited competition

- ▶ Prevented use of alternative billing mechanisms

	Alltel	AT&T	Boost	(Dell)	Nextel	Sprint	Verizon	Wireless	Mobile
Billing Method									
PSMS	N	Y	Y	Y	Y	N	Y	Y	Y
FTEU ²⁰	N ²⁶	N	Y	N	N	N ²⁶	N	N ²⁶	Y ⁴⁰
Alternative Billing (Credit cards/Paypal)	N	N	N	N	N	N	N	N	CBC ²⁰
Prepaid Handsets	Y ¹²	Y	Y	N	N	N	N	N	Y

- ▶ Denied and/or terminated SMS access of perceived competitive products and services

Daily Desktop-Originated Downloaders by Carrier

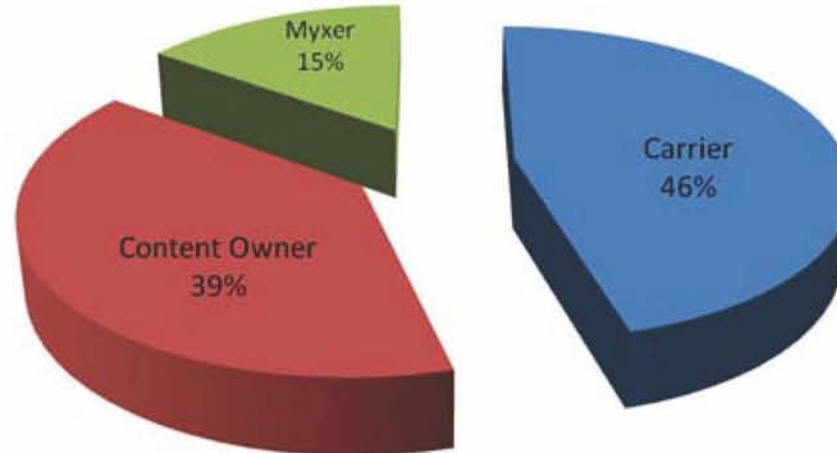


Carriers inflate consumer prices for mobile content

- ▶ Define and enforce permitted retail price-points;
- ▶ Define and enforce permitted bundling options;
- ▶ Forbid use of competitive billing mechanisms;
- ▶ Gouge on transaction costs (up to 50% per retail transaction, vs. 2-5% for comparable internet service)

Gouging of transaction costs

**Revenue Distribution from Premium Content
Sales at Myxer**



Carriers have prevented adoption of new business models

- Explicitly disallow “free to end user” (FTEU) content (e.g., advertising-supported)

	Verizon	Alltel	Cr&T	Boost	(Docomo)	Cell	Nextel	Sprint	Verizon	Mobile	US Cellular	Wireless	Mobile
Billing Method													
PSMS	N	Y	Y	Y	Y	N	Y	Y	N	Y	Y	Y	Y
FTEU ²⁰	N ²⁶	N	Y	N	N	N ²⁶	N	N	N ²⁶	Y ⁴⁰	N ²⁶	N	N
Alternative Billing (Credit cards/Paypal)	N	N	N	N	N	N	N	N	N	CBC ²⁰	N	N	N
Prepaid Handsets	N	Y ¹²	Y ¹¹	Y	N	N	N	N	N	N ²⁶	N	Y	Y

The Vision

amazon.com[®]Comcast[®]myxer
Go with itverizon[®]wireless

Content Provider

Access Provider

Summary

- ▶ Access to Myxer's internet service is now predominantly flowing through mobile networks.
- ▶ Mobile operators have demonstrated a willingness to use the control they have over internet access to:
 - restrict consumer choice,
 - prevent competition,
 - fix and inflate retail pricing, and
 - inhibit innovation in technology and business models.
- ▶ Formal extension of net neutrality principles to the mobile internet is critical to achieving the FCC's mandate.